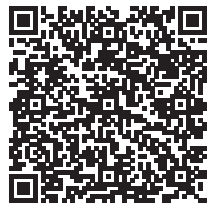


ELECTRONIC SERVICE REQUESTED



delivermagazine.com



Cause for Celebration

Let us eat cake. Please.

I mean, after churning out 40 issues over the past six years, we at *Deliver*® feel it's OK for us to take a brief moment to pat ourselves on the back for a job well done. And goodness knows we'll take any excuse to throw a party.

But the 40th issue is more than a celebration of a milestone. We'd like to think it's also a validation of the endurance, versatility and boundless creativity of direct mail. We've arrived at this moment precisely because mail, despite predictions to the contrary, continues to flourish as both a stand-alone channel and as a vital component of many brands' direct marketing mix.

We've been able to chronicle only a small portion of mail's ongoing impact, of course, but even that brief glimpse has been telling. As testament to those efforts, and in honor of our 40th issue, we've pulled together some of the highlights from the previous 39. Our opening feature offers a look back on a few of the most colorful campaigns, interesting personalities, meaningful trends and lasting quotes to have graced our pages (p. 14).

This issue isn't just about tooting our own horn, though. As always, we've rounded up some compelling examples of how and why direct mail remains such a fixture in the smart marketer's repertoire. For instance, we talk with the marketers who've turned the Emakina agency into one of the hottest in Europe — and one of the most creative when it comes to direct mail (p. 30).

We've also scanned the globe for other great examples of how marketers around the world are seizing on the same advantages that have made direct mail so effective here (p. 32).

But mail isn't just far-reaching. It can also be surprisingly intimate, as shown by one of the latest trends in direct mail: multisensory marketing. New breakthroughs in paper stock and microchip technology allow you to appeal to your target's senses (p. 26).

Of course, sometimes simpler touches like interesting folds can add to the lure of a piece. That's why we took time to sit with Trish Witkowski, the self-styled "fold fanatic" whose online videos extol the joys of creative folding (p. 22). Catch her online at delivermagazine.com as she showcases her remarkable skills.

Meanwhile, inside these pages, there's more of the content we offer in hopes of keeping you around for another 40 issues — and more.

Now, back to that cake ...

T.J. Foti

Thomas J. Foti, Editor



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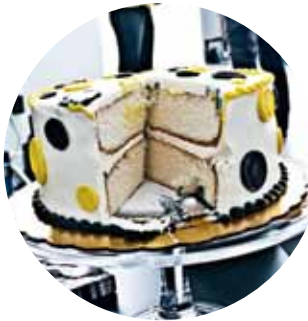
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ERIC PERRY

CONTENTS

VOLUME 7 / ISSUE 5 • OCTOBER 2011

FEATURES



S M L

14

Oh No, It's the Dreaded 4-0

And we keep getting better with age. Relive some of our favorite moments of the past 39 issues of *Deliver*.



M L

22

Around the Bend

Fold expert Trish Witkowski — of Fold Factory fame — discusses how to add creativity to your next campaign.



S M L

26

Appeal to the Senses

We try to make sense of it all with a look at some stimulating mailers that will have you smelling success.



S M L

30

Brussels Sprouts

See why Emakina — a Belgium-based digital agency — absolutely adores integrated direct marketing campaigns.

USE THIS KEY

Our handy little guide to help you quickly find the stories in this issue that are relevant to your business.

S SMALL BUSINESS
Less than 100 employees. A personalized birthday cake? For me? How sweet!

M MEDIUM BUSINESS
Between 101 and 499 employees. That creepy guy on 9 just came down to sing to you. Avoid eye contact.

L LARGE BUSINESS
More than 500 employees. It's tough to remember names, let alone birthdays.

INSIDE EVERY ISSUE

- Postings** Everyone agrees, the ideal marketing mix is a combo of digital and physical **4**
- Leader Column** And it doesn't stop. The evolution and expansion of direct mail **8**
- Demo Graphics** Work hard, play harder. Meet the Weekend Warriors..... **9**
- P.O.V.** How direct mail stays fresh and keeps us on our toes..... **10**
- Outside the Box** Hop in our time machine and behold the future of direct mail **11**
- Pushing the Envelope** Working out a few bugs so marketers can sleep at night..... **12**
- Last Word** Feast your eyes on our lost issues, revealed to the public for the first time **34**



COVER PRINTED ON RECYCLED PAPER WITH 10% POSTCONSUMER WASTE. BODY PRINTED ON RECYCLED PAPER WITH 20% POSTCONSUMER WASTE.

ON THE COVER: PHOTOGRAPHY BY RYAN ROBINSON

DELIVERABLES

A BRIEF LOOK AT SOME BIG ISSUES
IN DIRECT MAIL

POSTINGS

INTEGRATION

Mix it up!

SMALL BUSINESS SURVEY
ILLUSTRATES THE SPREAD OF
MULTICHANNEL STRATEGIES

Another vote of confidence has been given for multichannel marketing. In a rebuke to small businesses trying to skate by solely on digital marketing, a recent Pitney Bowes Inc. survey found that 76 percent of small businesses agreed that the ideal marketing mix features a combination of digital and physical communications. The survey found that 58 percent of small businesses surveyed use multichannel marketing.

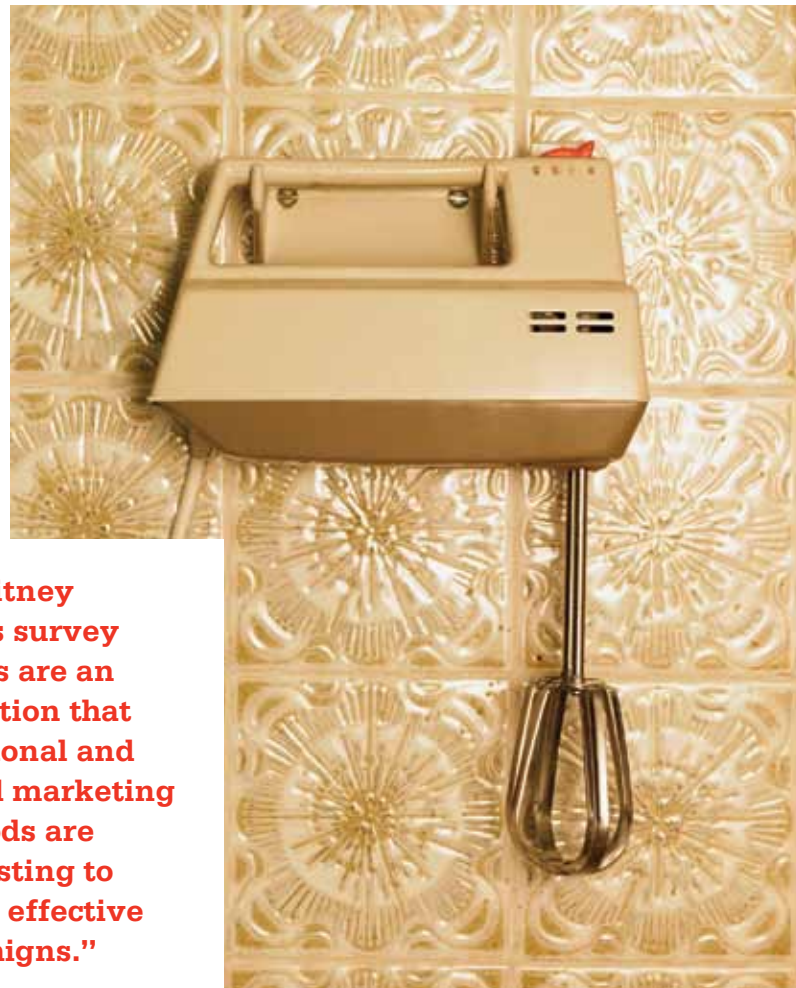
The survey revealed that direct mail and social media are both popular marketing options for small businesses, with social media being used by 50 percent of survey participants, and direct mail employed by 44 percent.

According to the survey, the newest tool to enter the marketing mix is Quick Response (QR) codes. Among those using QR codes, almost half are using them on their business cards (45 percent) and integrating them into direct mail (44 percent).

The Pitney Bowes survey results are an indication that traditional and digital marketing methods are co-existing to create effective campaigns. Business owners are integrating various channels in order to properly serve the needs of their wide range of customers, though

“The Pitney Bowes survey results are an indication that traditional and digital marketing methods are co-existing to create effective campaigns.”

there continue to be barriers to integration for many. For example, nearly three-quarters of those surveyed said they would implement more multichannel marketing if they had the right customer communications management tools.



DOUGAL WATERS, PHOTODISC, GETTY IMAGES

YOU SHOULD KNOW

THE SHARE OF TOTAL AD SPEND DEVOTED TO DIRECT MAIL HAS REMAINED NEAR 12 PERCENT FOR MUCH OF THE PAST 20 YEARS, EVEN WITH THE INTRODUCTION OF NEW MEDIA.

2010 USPS HOUSEHOLD DIARY STUDY



BY THE NUMBERS

\$47.8 billion

Amount businesses will spend on direct mail advertising in 2011.¹

53

Percentage of total mail in the United States that is direct mail.²

85.9

Percentage of merchants who sent Standard Mail® pieces addressed to specific household members in 2009, up from 72.1% in 1987.²

3.9 of 5

Rating businesses gave as their expectation to leverage direct mail as part of their customer experience marketing efforts.³

21.8

Average number of mail pieces received by consumers, per week, in 2009.²

¹ Winterberry Group, “The Path to Real Time Marketing”
² 2011 DMA Statistical Fact Book
³ Winterberry Group, “Customer Experience Marketing”

STOCKBYTE, GETTY IMAGES

WINNING CAMPAIGNS



Chrysler hits the target

Continuing its spectacular revival, Chrysler Group LLC recently nabbed top honors at the Direct Marketing Association of Detroit's annual Target Awards. The “Golden Target” award — the top honor of the event — was presented to Chrysler's Jeep® brand and to Meredith Integrated Marketing for a direct mail brochure promoting the launch of the 2011 Jeep Grand Cherokee.

Direct mail customers received an oversized sleeve that opens to reveal a large-scale, double-sided poster showcasing both interior and exterior design improvements to the new SUV. For a more luxurious experience, the poster featured a soft-touch coating. The campaign received a first-place Golden Target award in the “Automotive Over \$500 per Thousand” category. Meredith also placed first in an “Automotive Under \$500 per Thousand” category for their work on the Mopar® brand.

TRACKING

XCEL-LENT!

Xcel Media Group devises program to help auto dealers track mail campaigns

With the automotive industry still facing challenges, Florida-based Xcel Media Group has created a direct marketing service designed to track auto dealers' mail campaigns. Xcel's Mail Assurance Program is a multi-step process overseen by a dedicated customer service representative committed to keeping the automotive direct mail campaign on time, on task and on budget.

Working with a customized mailing list, Xcel's Mail Assurance Program

strategically decides which ZIP Code™ locations are best suited for local Post Office™ delivery, and which are ideal to be sent via regional sorting facilities. To make the direct mail stand out to Postal workers, the Xcel production staff also places a colorful tag stating the in-home dates on each tray or sack of mail. Prior to delivery, Xcel also contacts each delivery point to notify them that time-sensitive direct mail will be delivered.

Once the deliveries are made, Xcel's representatives call each local Post Office to verify when the mail will arrive in homes. The telephone calls continue until confirmation has been received that responses are coming through the automotive client's showroom doors.

DELIVERABLES > POSTINGS

“As I’ve been saying for some time, the reports of direct mail’s demise are greatly exaggerated. People are beginning to realize that Twitter, Facebook, e-mail and other innovations are not delivering the stunning results promised.” — *Dean Rieck, Direct Mail Consultant & Copywriter*



MULTICHANNEL

Weighty propositions

Mixing DRTV and mail, LA Weight Loss Centers adds muscle to its push to increase market share

For years, LA Weight Loss Centers and its branded online store have helped consumers reach their weight reduction goals. But the company took a decidedly big approach recently when launching an integrated marketing campaign designed to fatten profits and bulk up market share within the competitive diet industry.

LA Weight Loss’s multichannel campaign leverages national direct response TV spots, search marketing and social media. For the crucial direct mail segment of the campaign, LA Weight Loss enlisted New Jersey-based Edmunds Communications Group to oversee list, printing and fulfillment.

The weight loss center’s April 2011 “Summer Countdown Savings” mail campaign best reflects how the company’s mailers work. The postcards featured before-and-after photos of “Erica,” a customer who lost 46 pounds in 24 weeks. The back of the postcard featured three coupons offering savings of 25 to 50 percent on weight loss products purchased at LAWeightLoss.com or by calling the company’s telephone number.

The postcards were mailed to nearly 132,000 customers and prospects nationwide.

As for results, Edmunds’ Katrina Samartino notes that the company’s partnership with LA Weight Loss is into its second year. “When we continually see businesses like LA Weight Loss use direct mail campaigns, we know that there is an obvious success behind it,” says Samartino, a senior account executive. “People want something in their hands, that reminder that comes in the mail.”



If your business depends on customer traffic from nearby neighborhoods, there’s a new tool that could make it easier to target prospects.

Every Door Direct Mail, a new program from the United States Postal Service®, allows businesses to reach addresses in a designated area — such as a neighborhood, a ZIP Code™ location or a Postal route — without having a list of names and addresses. Instead, the business uses an online tool to designate the delivery area, and the program generates a list.

Dave Clark, owner of On-Time Printing in Hillside, Ill., says his customers find the program highly effective. “I can’t tell you how many people have ordered materials from us to send, then come back for more almost immediately,” Clark says.

One of those ordering more is Mike Cochiaro, owner of Cochiaro Pizza in Northlake, Ill. “I really like this program,” he says. “The response rate was terrific and the percentage of return is phenomenal.”

Cochiaro sent oversized postcards with coupons, and credits them with helping generate a 12-percent boost in business.

For more on the program, visit usps.com/everydoordirectmail.

BUSINESS INCENTIVES

ON TARGET

New program helps businesses that need to reach nearby customers

TOP: PORTRAIT BY GLENNIT / MIDDLE: © RICK ELKINS, FLICKR, GETTY IMAGES / BOTTOM: CORBIS



TECHNOLOGY

DIY direct mail

Application makes it easier to craft targeted direct mail postcards

Touted as a cost-effective solution for businesses of all sizes, the Postcard Services App transforms select accounting software into a powerful and easy-to-use generator of direct mail postcard campaigns. (See the App at appcenter.intuit.com/postcard-services.)

The Services App generates profile-driven, on-demand printing from a library of professionally designed postcards covering hundreds of industry sectors. By tapping the marketing power of data inherent within a user’s bookkeeping system, the free application allows users interested in promoting relevant cross-sell, up-sell or special offers to create campaigns targeting only customers who purchased specific products and/or services as far back as the preceding 90 days.

The patent-pending technology means the minimum order size is just 100 postcards. The application also contains valuable reporting features that enable users to track the return on investment (ROI) associated with each direct mail campaign.

Also, demographically specific mailing lists can be purchased via the Services App to supplement the recipient list generated by the accounting software. After users have generated their campaign in the digital “cloud,” Postcard Services (postcardservices.com) provides 48-hour turnaround on eco-friendly postcards that are sent with free certification.

TOP: PARTNER-IMAGES, PHOTOGRAPHER’S CHOICE, GETTY IMAGES / BOTTOM: BRANDON LAUFENBERG, iSTOCK VECTORS, GETTY IMAGES

Talking Heads

Business pros share *SMART MARKETING SOLUTIONS*



Ed Wiley III

Owner, **Prime Smokehouse**, Raleigh, N.C.

The son of saxophone legend Ed Wiley Jr., Wiley III envisioned a cozy eatery that would blend live jazz with flavorful ribs, collard greens and mac-and-cheese. But how would his new hot spot gain notice? Advertising in a quarterly coupon book with mailings to 20,000 homes proved wise: “We promoted two meals with one for half-price, or two at full price with a free appetizer,” Wiley says. “A couple hundred people came in with coupons over the course of a month. That was a powerful one.”



Keith Krantz

Owner, **Grand Central Party**, Madison, Tenn.

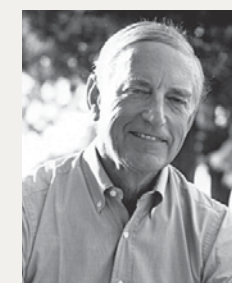
As an equipment rental for everything from weddings to children’s parties, Grand Central uses promotional campaigns year-round. This spring, the company thought its water slide could generate interest for youth looking forward to enjoying summer. Mailing about 400 “gift cards” that offered 25 discounts to rent the slippery ride produced a 40-percent return on calls and web reservations two weeks later. “We see a huge difference in web traffic when we mail postcards,” Krantz says.



Frank Viviano

Owner, **Bartz Viviano Flowers & Gifts**, Toledo, Ohio

To build consistent store visits, Viviano regularly includes small gift offerings in its direct mail promotions. Recently, the company won over local romantics with a sweet-smelling promotion. “On Valentine’s Day, we sent about 4,000 of our glossy, four-color brochures that included our coupon for one free rose each month,” Viviano says. “That has brought traffic into the store because the customers know they can get a dozen roses in a year.”



Stephen Kaye

The Millbrook Independent, Millbrook, N.Y.

The Millbrook Independent weekly newspaper needed to increase its subscriber base beyond its namesake community. The paper mailed a flier showcasing recent headlines to offer a free trial subscription for four weeks. Publisher Kaye used humor to help the flier generate a 12-percent subscription increase. As Kaye notes, an outside panel of the trifold reported, “Publisher temporarily loses mind, gives paper away for free.”



Are you a small business with a smart marketing solution to share? Tell us about it at delivermagazine.com/talkingheads/. We just might feature it in a future issue.

Evolution of Pieces

Why the adaptability of direct mail can help your marketing thrive.

As you know, this is the 40th issue of *Deliver*.® And while we naturally think this represents a grand achievement for the world's greatest marketing magazine, we also believe that this milestone suggests plenty about the creativity, versatility, power and endurance of direct mail marketing.

Sure, over the years we've seen an unprecedented splintering of marketing channels. Some of these new media find a legitimate toehold in the marketplace. Others catch fire for a moment, only to fizzle later (virtual worlds, anyone?).

But as we've proven, no matter what comes along, direct mail will endure. See the generational shifts taking place among American consumers? Some would have you think that younger consumers are growing less interested in mail, but we heartily disagree.

Why? Because the numbers back us up.

Take, for instance, a recent study of the response to standard mail pieces by age of head of household: It shows that, of those respondents ages 22 to 24, more than 18 percent say they will respond to mail. Moreover, that's a 12.8 percentage-point increase over the previous year's figures. Seems to us an increase suggests that mail is actually *growing* in popularity with many younger consumers.*

Studies have also registered spikes among all consumers in likely response to a broad array of mail formats, including postcards, letter-sized envelopes and catalogs.*

Think mail isn't cost-efficient? Consider, then, that when select media were measured according to cost per order/lead, catalogs (at \$47.61 per order/lead) proved to be more cost-effective than either e-mail (\$53.85) or paid search (\$99.47).*

So not only does mail continue to evolve and expand its reach, it also endures as a customizable, tangible form of messaging that won't break your budget to put into play. Downplay this opportunity, and you, dear CMO, won't have anyone but yourself to blame for any resulting marketing woes.

Because, for 40 issues now, we've told you so.



* DMA 2011 Statistical Fact Book

“While some people are comfortable showing a coupon on their smartphone, a lot of folks still like to have a physical coupon to shop in the physical world. Direct mail is a cost-effective way to reach this key segment for increased sales and conversion.”

— Eoin Comerford, Senior Vice President of Marketing and Technology, Moosejaw

Team Sports Trend

The five team sports that attract the largest percentage of participants ages 25–44 are:¹

- 50% Roller Hockey
- 47% Beach Volleyball
- 44% Ice Hockey
- 43% Slow-Pitch Softball
- 42% Rugby

THE GEN Y DEMOGRAPHIC IS TWICE AS LIKELY TO TAKE PART IN TEAM SPORTS THAN GEN X, WHICH IS MORE “INDIVIDUAL” IN NATURE.²

Outdoor sports

and activities account for 6 of the top 10 sports that inactive Americans ages 55 to 64 aspire to participate in.²

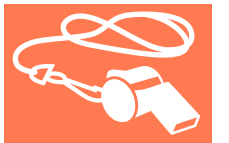


PARTICIPATION IN TEAM SPORTS²

32.3 million Gen Y (born 1980–99)
12.3 million Gen X (born 1965–79)
7.4 million Boomers (born 1945–64)

1 SGMA.com 2 Sporting Goods Manufacturers Association “Sports, Fitness & Recreational Activities Topline Participation Report 2011” 3 Sporting Goods Manufacturers Association “Manufacturers’ Sales By Category Report 2011”

FLUSE, GETTY IMAGES



Americans 21 and older are three times more likely to be active if they had physical education in school.²

\$29.5M

Total spent on sports apparel in 2010 (up 4.8% from 2009).³



Cycling is the No. 1 sport inactive Americans ages 55–64 aspire to do.²

WEEKEND WARRIORS

Every weekend, millions of Americans are engaged in sports that range from a pickup game of football to hiking and camping to league-sanctioned ice hockey. For many, team sports provide peer-pressure-charged motivation to pursue individual fitness goals — while also enabling adults of all ages to continue training for and actively participating in sports enjoyed during high school and college.

Although the economy slowed growth in many sports, the industry is experiencing an uptick, according to studies by the Sporting Goods Manufacturers Association (SGMA). “In 2011, many consumers appear to want to put their money where their heart is and get back out there and get off the sidelines,” write researchers who compiled the SGMA’s 2011 Sports, Fitness & Recreational Activities Topline Participation Report. — Pamela Oldham

“How has direct mail surprised you and exceeded your expectations?”



L

CHRIS MUDD

*President, Automotive
Mudd Advertising*

I don't know that our largest customers are surprised by anything about direct mail anymore. Their expectations for direct marketing have always been to generate a return on investment. **Personalized messages delivered to a prospect with direct mail, e-mail and video have taken direct marketing to a new level — a highly measurable and accountable level.** We show performance results for every campaign and report ROI for each client. We push the needle for higher open rates, conversions and, ultimately, vehicles sold.



M

MARK STANTON

*IT & eCommerce Manager
Interstate Ford Inc.*

One of our floor managers came to me recently and in small talk commented on how showroom traffic had slowed down in the past week. I told him not to worry because the mailers were hitting mailboxes that day. And while I expected results, what happened next surprised me. **I left the store at 3:40 p.m., and there was one sale on the board. I came in the next morning, and the sales team had finished up the last five and a half hours of the day with nine more units — most driven by the mailer.**



S

AMY LOWRY

*Creative Director
Lucky Shoes Inc.*

We've noticed how much the marketing world is changing, but direct mail still remains our stronghold. When budgets are cut, marketing often gets hit first. But even then we don't back off direct mail marketing, because it gets results — and it's fast. We're in Ohio, and we uploaded artwork to our vendor in Arizona on a Wednesday. **Our postcards were finalized on Thursday, mailed Friday, and by Monday we had customers in our stores.** One week into a three-week promotion, we've already more than doubled our investment.

PORTRAITS BY GLEUKIT



Seeing the Future

The Postal Service™ is making changes that will define the organization into the next decade.



Ronald A. Stroman is Deputy Postmaster General of the U.S. Postal Service.

There's been a lot of talk recently about the state of the U.S. Postal Service.® Most of that discussion has centered on issues we are addressing: our current operating deficit, flexibility in funding our retiree health care costs and the closing of some Post Office™ locations around the country.

There's no doubt this is a historic time for the Postal Service.™ Our business situation is critical; the steps we take now will likely define our organization for the next 10 to 20 years. But let me assure you that the future of the Postal Service remains bright.

We face an increasingly competitive business environment and must make adjustments if we're going to remain a vital system. We've already begun executing new

programs that will create the Postal Service of the future, and there are more to come. These plans will have a transformational impact on the Postal Service, helping reduce our operating expenses while maintaining a high level of service.

At the same time, we're watching costs. We know that marketers run on tight margins and they need us to provide the same consistent service at the lowest possible price. We're especially mindful that we need quality employees to do that, so we are doing all we can to maintain a robust workforce even as we seek to stabilize the Postal Service and its future. All of this is essential if we're going to maintain a viable Postal industry.

Of course, there will be differences in our operations in the future. Over the next five years, you'll see the Postal Service

evolve into a much different system by launching new digital services, continuing to grow our package business and expanding our international delivery presence. And that's on top of the growth we've experienced in Standard Mail® delivery.

We understand that marketers depend on mail to communicate with customers and drive sales. That's not going to change, and we won't make changes that negatively impact our ability to deliver on that promise.

Let me be clear: The Postal Service is not going away. We are a vital part of the American economy and will continue to be. Will the Postal Service be different in 10 years? Absolutely. Will we still be striving to ensure that your communications are securely delivered in a timely manner to your best customers? Absolutely.

GARY BATES, PHOTODISC, GETTY IMAGES

Going to the Mattresses

Pest control giant Terminix used an innovative mailer to push offers designed to help hotel executives sleep easier. // By Mindy Charski

In July 2010, as many around the country looked on fearfully at news reports about the spread of bugs that feed on the blood of unsuspecting sleepers, Terminix Commercial was looking at an opportunity. Hoping to seize on the growing national interest in the bed bug epidemic, the pest control company created a mailer that would educate top national prospects about bed bugs and position Terminix as the ideal resource for eliminating those and other pests.

The Memphis, Tenn.-based firm mailed 200 miniature mattresses to executives in the hospitality and property management industries. The mailer featured a playful rhyme that had acquired an unsettling ring: "Good night. Sleep tight. Don't let the bed bugs bite."

The theme would surely resonate. The parasites are a constant threat to properties like hotels and apartments because new bugs can arrive in the suitcases or clothes of temporary occupants. There simply aren't treatments that can keep the irksome critters from moving in like there are for spiders, cockroaches and other pests.

"It's very frightening for an operator to face that, so the focus has got to be on reducing the impact," says Joe Finch, director of marketing for pest services at parent company Terminix International. It's important to identify bed bug activity quickly, to immediately address it, and to get ahead of things before it affects your reputation or revenue, Finch says.

To help general managers and other executives better empower themselves against their tiny enemies, Terminix stuffed eight branded bed bug recognition guides into the mini mattress.

These pages — intended to ultimately help in-room staffers — show what the bugs look like, where they dwell and the evidence they leave behind. The last page directs bed bug spotters to alert managers who can call Terminix. "That guide puts our name out there, and it becomes a valuable resource," Finch says. "And that's how we want the users to view us as a company."

Another mattress insert includes a number to call for additional guides or for immediate service. The card also lists some features and benefits of Terminix's bed bug

treatment and provides a phone number and website for those wishing to learn about the company's other pest solutions.

Terminix actually mentions the free guide in all of its communication efforts, and more than 15,000 properties have ordered the booklet, which is written in both English and Spanish. However, the mattress mailing was designed to go a step further by establishing relationships with key influencers and using a focus on bed bugs as a starting point for discussions about general pest control contracts. Company sales representatives began those conversations in calls to each recipient after the mailer arrived.

So far two major hotel chains have signed service contracts, and three others are in negotiations as of press time. The campaign has a positive return on investment, Finch says, and Terminix plans to send another round of mailers to other prospects in the target audience.

The mailing — which cost \$18,365 to produce and included an outer white box — "is absolutely an attention-catching tool," Finch boasts. "[Targets] are bound to open it, and I believe they're bound to save it as well. It reflects positively on us as a company — our creativity and the professionalism of what we do."

THE ESSENTIALS:

Company: Terminix Commercial, a unit of Terminix International (Memphis, Tenn.) **Agency:** Publicis Dallas **Target Audience:** 200 U.S.-based owners, general managers and other decision makers in the hospitality and property management industries. **Goal:** To establish relationships with key influencers and solidify at least one contract. **DM Vehicle:** A miniature mattress (11.38 X 6.5 X 2.25 inches) containing eight branded bed bug recognition guides and an insert with a number to call for service or to request additional guides; it also highlights Terminix's bed bug solution. **Response:** Two major hotel chains have signed service contracts and three others are in negotiations as of press time.



FLYING FISH

OH NO,
IT'S THE DREADED

40

*Our 40th issue party was
the perfect backdrop to
reminisce about our favorite
Deliver moments.*



WHO'S WHO: Think you know who's from *Deliver*® magazine and who's not? Check your answers online at delivermagazine.com/photo.

PHOTOGRAPHY BY JOE VAUGHN

IT'S THE 40TH ISSUE OF DELIVER® MAGAZINE, and to celebrate we threw a little bash — just the staff and some of our favorite marketers. (You didn't get your invite? Awk-ward.) Anyway, it was a great opportunity for us to relive some of our favorite moments of the past 39 issues – memorable quotes, great insights, stunning creative campaigns and the people who put them together. We even threw in a few things we've learned in the six years we've been producing the magazine. The conversation was so good, we knew we had to share it. Over the next four pages you'll find some of the highlights we remember – it was a very Deliver-esque party, after all. So take a look – and if you don't see your favorite, by all means share it with us on Facebook at facebook.com/uspsbusiness. It's almost as good as being there (even if you did miss out on some terrific cake).

What was that you were saying?

"Consumers today are inundated with marketing messages and they're not paying attention to most of them ... so the key is to identify the few people who will have the greatest impact on your business and connect with them on a one-to-one basis." — *Steve Tingiris of Enthusem, April 2010*

But my messaging is great.

"Many companies think that if they maintain operational excellence and keep costs down, they don't need a customer strategy. Nothing could be further from the truth. Right now they're probably sending out way too many messages to people who may be sick of hearing from them." — *Martha Rogers of Peppers & Rogers, March 2005*



And speaking of listening ... Our Feb. 2011 issue delivered the scoop on 2010's most curious independent recording — Grey Vancouver's 2010 B-to-B direct mailer incorporating a 45 rpm record



and an accompanying, assembly-required cardboard phonograph. Shipped to only 100 creative directors in Canada and the U.S., the piece mushroomed into a blogosphere hit before going on to take a prestigious Gold Lion award at Cannes. "You have to give people something that they have incredible difficulty throwing away," said Grey Vancouver's associate creative director Geoff Dawson. "I always try to approach direct mail with that mindset. It would feel like a sin to dump this [phonograph] into your trash bin."

And the way to do that is? "The pitch must catch the (administrator's) attention. Create an offer that's appealing to the point where, if the boss didn't get it,

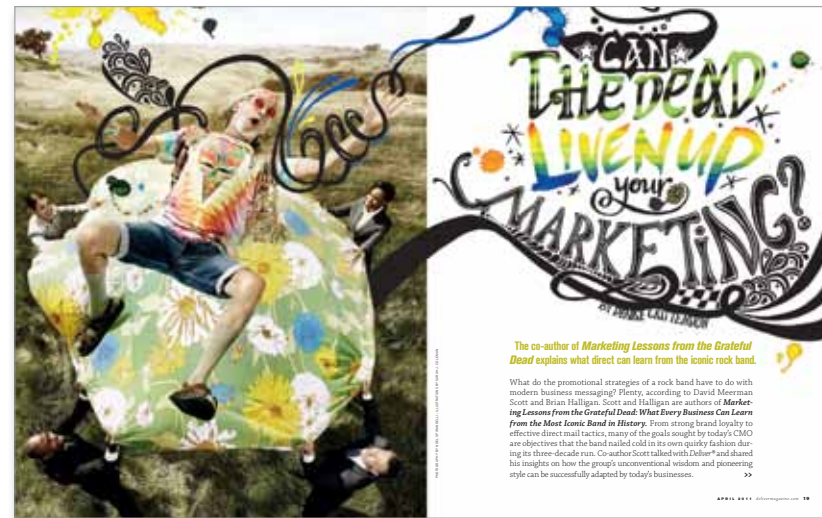
you didn't want to be the one who threw it out." — *Frank Defino Jr. of Tukaiz, October 2009*

OK, what else on messaging?

"Companies that send bills, statements or even packing slips rarely include the types of customer communications in the same strategy that covers their direct mail, mass media and web campaigns, and that is a mistake. Treat all communications with the same care, imagination and meticulousness that mark your direct marketing efforts. Your customers should always be able to relate any mailing you send to the messages and images they read and see in your

other communications channels." — *P.C. "Pat" McGrew of Eastman Kodak, August 2010*

Making it stand out. Chris Newman creates direct mail pieces that veritably scream "play with me," hence his appearance in our July 2010 issue. While many of his Gen Y peers focus almost exclusively on the Internet, Newman has made marketing headlines by applying web-inspired dynamics to direct mail. His B-to-B mailers are conceptual wonders — for example, a fishing tackle box promoting Sprint telecom services that promise to help recipients "tackle everything faster." "Since direct mail is tactile,



the goal for me is to have people open it up and examine it," he said. "There's something powerful about being able to hold something in your hand and explore it on your own, whether it's peeling something back, or scratch 'n' sniff, unique stickers or different print techniques."

Focusing on your audience never hurts. "Direct marketing, from my perspective, has always been focused on what's in it for me or the company ... it's always been one way. What the [Grateful Dead] did was create true partnerships with fans. I'd like to see even more direct marketers figure out how to

not just sell products, but also truly partner with the people they are trying to target." — *David Meerman Scott, author of Marketing Lessons from the Grateful Dead, April 2011*

Think of it as a partnership. For our July 2006 issue, Seth Godin stopped by. As is his custom, the "permission marketing" guru took the interview opportunity to upend marketing conventions and make hamburger of sacred cows. Happy customers, he said, are a company's worst enemy ("because they're unlikely to push you to stay ahead of the competition ... talk with those who are dissatisfied with



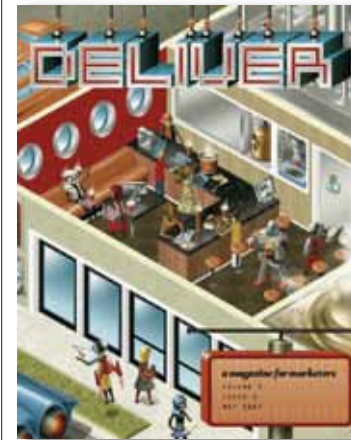
everything on the market"). The goal for modern businesses, said Godin, is to incentivize customers to give you permission to improve the relationship through direct mail, e-mail, web and even phone. "In the future, it's marketers with permission that will win," Godin told *Deliver*. "That's the face of the new direct marketing. Not spam, but anticipated, personal and relevant messages delivered to people who want them. Direct marketers already know how to do that."

Here's one person who gets it.

David Norton appeared in our premier issue in March 2005 to talk about how his company, then known as Harrah's Entertainment, used data to better talk with customers. Norton has since become known as the Jedi master of consumer data analytics and his company changed its name to Caesar's Entertainment, but the approach to customers is still the same. Norton and his staff still use analytics to deliver targeted, customized messages and offers to members, either through direct mail or e-mail. "The great thing that we have accomplished ... is a very highly segmented direct marketing program based on customers' life cycles, our inherent knowledge of how loyal they are, how often they come, and their daily values," Norton said.

It's like your mom always said: Be yourself. In our May 2007 issue, Chris Anderson presided over

the funeral of condescending, one-way marketing. According to the *WIRED* magazine editor-in-chief, new media are forcing marketers to be more authentic with their target customers. "The reality is that consumers have always been very diverse in their tastes, but the traditional forms of marketing couldn't accommodate that," he said. The secret to success in the Digital Age is being genuine with customers — that is, being so forthright and accessible that positive consumer word-of-mouth eventually does much of the marketing work for you. "Consumers increasingly



want a genuine connection with their preferred brands, and open and honest communication in both directions," Anderson said. "Direct marketers who are using disingenuous promises to get recipients to open their mail should take particular note."

That goes for nonprofits, too.

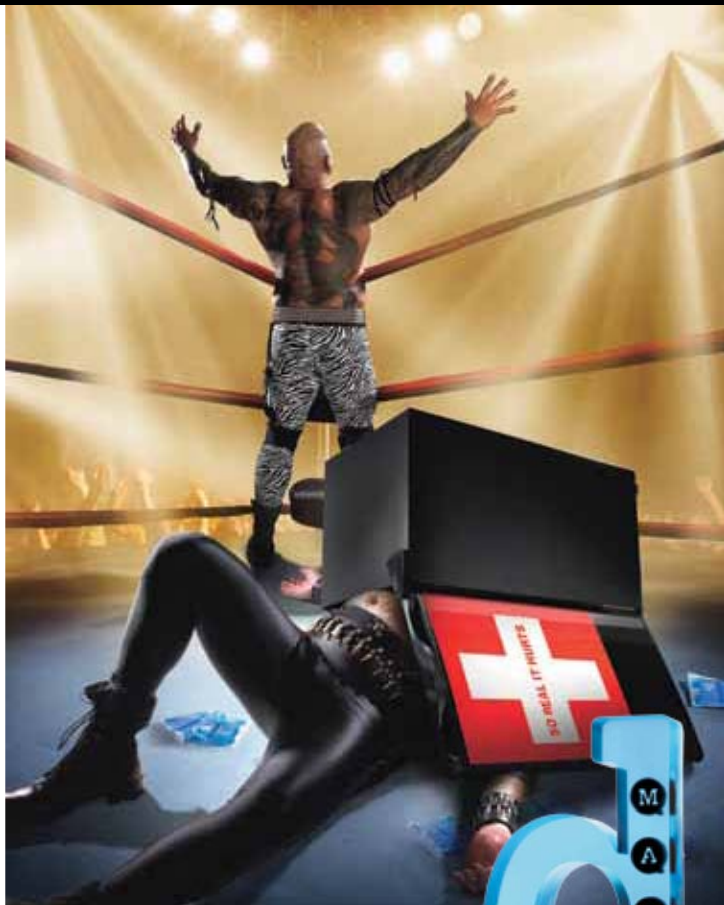
Eschew alarmist fundraising. Be serious and respectful. Never say someone will "die without your help." Such messages capitalize on the recipient's fear and guilt, and ultimately undermine donor loyalty. — *University of Texas M.D. Anderson Cancer Center, December 2009*





And here's a nonprofit that gets it. Readers of our Dec. 2010 issue received an education on how the nation's leading African American philanthropic organization employs direct mail to solicit all-important donations. Leveraging its now-legendary motto "A mind is a terrible thing to waste," UNCF mails nearly 6 million pieces of mail annually. As with many other charitable organizations, UNCF finds that donors respond far more positively to Postal mail solicitations than digital appeals. "Mail is still one of the most cost-effective ways to keep in touch with our donors," said Denise A. Scott, UNCF national director of Direct Response Programs and Individual Giving. "We have also found that our donors respond best to mail campaigns. (It's) a significant tool and tactic."

And an authentic campaign that was a knockout. To promote its new HD TV programming initiative to cable TV decision makers, World Wrestling Entertainment shipped 50 jet-black, branded iceboxes crammed with ice packs — all the better for recipients to nurse their virtual wounds after viewing hours of hard-hitting WWE HD programming. The campaign was a knockout, earning the WWE marketing team the prestigious Gold Mark Award from



the Cable & Telecommunications Association for Marketing. "It's longevity," said WWE VP of affiliate marketing Lisa Richards. "They're going to keep those refrigerators in their office and always keep our products top of mind."

Guess that proves that marketing is a contact sport. "Probably as much as 75 or 80 percent of what drives customer satisfaction and loyalty has little or nothing to do with the products sold or the prices charged. To establish loyal customers, to get close to forging a relationship, companies must establish an emotional connection. This happens over time as a result of how companies and their employees behave toward customers, how they treat people, and ultimately how customers are made to feel." — Jim Barnes, *Consultant*, November 2005



Authenticity extends beyond marketing. "Because false claims are eventually uncovered and debunked in the Information Age, companies should cite [green] case studies and examples. If you're a long-established energy company, tell consumers exactly what percentage of the energy you create comes from what source. If your marketing strategy relies on direct mail, switch to post-consumer waste paper, then inform consumers about the change." — Francesca Koe, *Natural Resources Defense Council*, September 2009

Of course, you still need to generate buzz. California-based Polycom Inc. invented a device that stops the annoying buzz that results from colliding cell phone and conference room speakerphone frequencies.

To spread the news, Polycom enlisted the help of agency Babcock & Jenkins. The agency's "No More Buzz" direct mail and awareness campaign, featured in our March 2010 issue, leveraged a dimensional mailer featuring a light-activated sound chip that emitted a recording of the easily recognizable interference buzz when recipients opened the box. About 17 percent responded to schedule an in-person meeting with a sales representative, receiving a pair of noise-canceling headphones for their inquiry. "In addition to providing more qualified sales leads than the average campaign, this one also taught us a lot about how our audience responds," said Polycom director of marketing Michelle Chessler.



And speaking of buzz. Jason Mlicki generated plenty when he took home the 2011 *Deliver*® Marketing Achievement in Innovation and Leadership (M.A.I.L.) Award for his work on the mysterious "Blue Octo." But Mlicki's first appearance in *Deliver* was in 2009 when we featured his firm's unique approach to B-to-B marketing. The Ohio-based company sends out mailers that leverage everything from nostalgic

touchstones like vintage toy picture viewers to startling imagery of circus clowns to old-school fuzzy rearview mirror dice. "We know our mail can be targeted to the right people that we want to be interacting with," Mlicki said. "We view it as a high-impact opportunity because people can kind of gloss over stuff on the web and in print [advertising] a little easier, but mail's going to go right on their desk."

Sound strategies during tough times for marketers. As part of our July 2009 Recession Survival Guide issue, author Philip Kotler



outlined some of the principles from his book *Chaotics: The Business of Managing and Marketing in the Age of Turbulence*. The recession aside, Kotler said that globalization and fast-changing technology are the main forces driving change, and marketers need to keep up. In response to market turbulence, Kotler advised tapping direct mail's tactical advantages. "I've always thought that direct mail was one of the best concepts for marketing because you can tailor your offering," Kotler said. "Rather than send a big blast with the same offer to a million people, you can move into one-to-one marketing — if you have a robust consumer database."

But don't stop there. "Explaining what your business is doing to help customers weather difficult economic times — providing high-quality products that last longer or somehow save them time or money, for example — can create a stronger bond during the recession." — Jay Conrad Levinson of *Guerilla Marketing*, July 2009



That's not the only recent change marketers have had to deal with, though. "Two or three years ago, 80 percent of all purchase decisions were made in-store. People were out of the home more often, and brands had to reach people where they were — out having fun, or at work, or whatever. But now, because of the economy, 70 percent of purchase decisions are made at home ... so brands really have to try to reach the consumer and provide samples at home, where the decisions are being made." — Cindy Johnson of *Sampling Effectiveness Advisors*, March 2010

And there's the whole "what do I do on the web" issue. "As nice as the web is, there is still a big desire among consumers to receive a tangible. What we have is a very loyal audience that wants to sit down and look at our catalog at its leisure. A lot of those people then go to the web." — Perry Cooper of the *National Hockey League*, March 2009

Mixing and matching web and mail works for small businesses, too. The founder of small business

marketing mainstay Duck Tape Marketing, John Jantsch offered readers an autumnal primer on maximizing your mail in our October 2010 issue. He addressed the allure of online, e-mail and social media, a promise that has yet to be fully realized. "Some people think they can just send e-mails without cost or join social networks and mine them for leads," Jantsch said. "But as a marketing mentality, that won't get you far." Blasting businesses that send out mailers that offer no call-to-action or are targeted improperly, Jantsch said mail offers marketers greater control in a turbulent business world. "[With mail], if you have a new product or special promotion coming out, you can guarantee that a certain number of people are going to be shown your message on the exact day you want it to go out," Jantsch said.

How to get traction by combining mail and digital. We've all heard of tractor trailers, but tractor mailers? In our July 2010 issue, we detailed how iconic farm equipment manufacturer John Deere took a fresh approach to



delivering the stock photo library it periodically sends to agribusiness media and agencies. An in-house team crafted a scaled-down replica of a John Deere tractor. As the recipient peeked under the tractor's card-stock roof, they discovered the flash drive with the photos. The tractor went viral, earning mentions on farm-related blogs and websites. "We're experimenting with social media here, and this one really took off," said John Deere media relations manager Barry Nelson.

And it's not only mixing print and digital ... "One of the most interesting things I've noticed is the interaction between print marketing and customer service. My projects continually show that the most valuable customers tend to be those who are responsive to print marketing and require human interaction to place their order. In other words, when print marketing causes a customer to pick up the phone and speak with a live voice, or causes a customer to participate in a live chat session online, you end up with a customer who has higher-than-average, long-term value." — *Kevin Hillstrom of MineThatData, December 2009*

Just be sure your data is accurate. "While companies routinely say data quality is a priority, I rarely see an organization walking the talk. Instead, data hygiene is typically grossly under-budgeted from



where it needs to be to do the job effectively. Many direct marketers spend less than 1 percent of their overall direct marketing budget on data quality, which means their staff can only afford the cheapest data-quality tools available and to use them less frequently than is optimal." — *Rod Ford of Cognitive DATA, October 2009*



And now, the guy who started it all ... In our June 2011 feature on the increasing application of math and analytics in marketing, we unearthed an archeological gem: a pioneering 1989 marketing experiment called "Quantum Project." One of the first known examples of digital-enabled marketing analytics, the project involved a database marketing system that was capable of detailing every



purchase charged by the company's cardholders. The database was then used to find out which advertisement inserts should be stuffed into the cardholder's billing envelopes. "Because of that targeting, the company was able to charge more for those inserts," Quantum Project team member Michael J.A. Berry told *Deliver*.®



The project became a precursor to an explosion in data-driven marketing.

But it all starts with the list, right? "Your list provider should have quality processes in place for compiling and producing lists. Equally important is finding a provider with the most integrated capabilities, including profiling, studies or reports that provide a better understanding of who the target is. You need more than just a list." — *Joe Jurkiewicz of Polk, July 2005*

Or maybe targeting. "If you're a retailer, you don't want to look at blanketing ZIP Code™ locations, but rather determine how far away a ZIP Code is from an outlet and how much that household is worth. You can have a household



close to you that's not really right for your profile, but that household will shop more than someone who's a good fit and farther away." — *Devon Wolfe of Pitney Bowes MapInfo, July 2007*

But, wait, there's more. "Look at spending, but don't stop there. Also look at future lifetime value and share of wallet. Marry geographic and income data with that to see if that person has a larger wallet and a larger potential to spend long term. What does the potential of that customer look like? You want to invest in that

potential. It's not just who's spending the most money with you right now." — *Jill Griffin, Author of Customer Loyalty: How to Earn It, How to Keep It, July 2010*

That makes it sound like marketers are spies. CSG Systems hired Hodgson/Meyers in 2010 to raise awareness for its automated voice solutions. Our April 2011 story showed how the agency used spy imagery to engage the recipients with a tin case containing earbuds, an informational booklet and an MP3 player with video detailing the recipient's "assignment."

SO HERE'S THE BIG CLOSER: "The value of mail goes beyond straight ROI. Mail can do things for a marketer that no other medium can. For example, mail can deliver a sample of your product to prospects, ensuring they get a true marketing experience, not just a message. It can reward a loyal customer with a gift that provides instant gratification and helps intensify his or her loyalty." — *Paul Vogel, President, Mailing and Shipping Services, U.S. Postal Service,® Dec. 2010*

We couldn't have said it better ourselves.

OK, so what mistakes are we still making? "One of the things we often hear from marketers is 'We like it, we like it,' when it comes to an agency creating a new ad. They can like it, but they also have to keep in mind, Does it speak to the consumer? Does it connect with them? And does it motivate them?" — *Pepper Miller of Hunter-Miller Group Inc., August 2010*

OK, and what else? "I receive a lot of direct mail without offers or calls to action, which makes me cringe. When someone puts a mailer out there and it's not evident what I am supposed to do as a consumer, it's a waste of money. Simply making me aware of the fact that a store exists isn't enough to drive me there or make



Just remember: "The [primitive] brain pays attention at the beginning of an interaction and the end, so it's essential to provide a strong introduction and a strong conclusion in advertising materials." — *Christophe Morin, co-author of Neuromarketing: Is There A Buy Button Inside The Brain?, November 2006*



me a loyal customer." — *Toby Gadd of Montage Graphics, March 2010*

And? "Simply carbon-copying your English-language mailer for multicultural markets won't work. In this new day of tighter budgets, all marketers will work smarter, and the smartest ones are starting to realize that culturally informed marketing generates the most effective desired outcome." — *Alberto Padron of Zubi Advertising, July 2010*



AROUND THE BEND

Folding guru Trish Witkowski explains how smart use of folded mailers can blossom into successful campaigns for marketers.

BY BURT RHOADES
PHOTOGRAPHY BY EVA KOLENKO



FOLD VIDEO: Want more? Visit delivermagazine.com/trish for a video commemorating our 40th issue along with a link to a downloadable fold to try on your own.

IT'S

not enough that **TRISH WITKOWSKI** has made her name (and a pretty decent living) teaching marketers about the many distinct and creative ways that they can bend, seal, crease and deliver their mailers. Neither is it enough that she has authored books and recorded more than 200 YouTube videos about the subject. No, Witkowski won't be satisfied until she gets you into the fold, too.



IN THE FOLD: Witkowski says digital media campaigns are most effective when combined with direct mail, and she also believes print will continue to be a highly effective form of communication.

"In direct mail, if you can pique someone's interest, you're one step closer to getting a higher response rate and a bigger return on your investment," Witkowski explains.

"You want the best chance possible to get the attention of the recipient," she adds. "There are many ways to do this, and folding is one component that is, in my opinion, underutilized. So many creative things can be done with folding and direct mail, and I don't think we, as an industry, are taking advantage of the opportunity."

There's nobody — and we mean nobody — who cares more about folds and direct mail than Witkowski. She calls herself the "chief folding fanatic," but that's not even halfway close to how fervent she is about getting marketers to incorporate folds into your creative.

Each week, there she is, the self-styled chief folding fanatic, sitting behind a simple white table (nondescript green potted plant in the background) for her online show, "60-Second Super-Cool Fold of the Week," with a sample of a folded piece in her hands. She's pumped up, excited even, about explaining why this intricate fold or that creative bend can make your next piece all the more effective.

The list of samples is impressive: mail that folds out like an accordion with inserts, mail with zips and pockets, mail that could be dubbed "the transformer" — a chalet one moment, then, flipped inside out, a snowflake (with information printed inside)!

The show's purpose, Witkowski explains, is to prove print's effectiveness in a powerful and visual way using real-world examples sent to her by a global audience of viewers.

Witkowski, the founder (and chief folding fanatic) of *foldfactory.com*, a company that builds dynamic templates for folded materials, says digital media campaigns are most effective when combined with direct mail. She often blogs about the importance of print and sees it as a viable method for getting a targeted audience to take notice.

"Print has always been a highly effective form of communication and will continue to be, especially now that the technology has advanced so much," she asserts. "With all of the enhanced direct mail technologies available, we can print shorter runs to a more targeted audience. There can be a lot of value in spending a little more per piece on a high-impact solution that can be mailed to a smaller group of high-quality prospects."

She urges companies to liven up their campaigns and spend additional time, energy and resources to create mailings that are appealing and customer friendly.

"Why send 100,000 yawns when you can send 30,000 'wows?'" she asks. "It's wasted money if you're not getting the attention of your audience."

She continues: "The goal shouldn't be to get into somebody's "great idea" file. You want them to notice the piece and take action. It has to have purpose and accomplish a goal — which is response."

To accomplish that goal, she advises marketers to rely on the "intuitive nature" of how certain folds are opened. For instance, some folds are better suited for a larger body of text while others require nuggets of information.

"Rather than seeing a fold as a bunch of empty panels, start thinking of it as a user experience," says Witkowski.

That "user experience" varies from fold to fold. When opening a roll fold, she says the natural tendency is to roll it right open, which means the critical marketing message should be on the interior spread, and not on the fold-in panels on the right. If you compare that experience to a gate fold, the natural opening order is to reveal one spread and then the interior spread, so the marketing message placement is quite different.

"Folding choice has everything to do with how users view content," says Witkowski. "It has to do with how you lead them through the piece. Folding gives you the ability to control pace and direction. What is intuitive to you is not necessarily intuitive to the audience. Mock it up and watch people experience the piece, and when they hand it back ask about the marketing message."

Address alignment, aspect ratio and fold placement are also direct mail concerns for Witkowski. Mention them, and she'll rattle off a list of taboos.

"People are paying non-machinable surcharges for careless mistakes that are within their control — format-based errors like aspect ratio, address alignment and fold placement. Then they blame direct mail, saying it costs too much," she says. "Truth is, they're shooting themselves in the foot before they even hit the mailstream, and it gives print a bad name. Direct mail education is an area that I focus on, giving webinars to inform people of the easy things they can do to get the best mailing rates. People are always surprised by how creative they can be within U.S. Postal Service® format guidelines — they're really not as restrictive as they think."

"There are limitless great things you can do within machinable format requirements. But you have to put thought into it." **a**

SUTTLE-STAUS (3)



A CAREER IN CREASES

A BRIEF LOOK AT HOW TRISH WITKOWSKI BECAME THE SELF-STYLED "FOLDING FANATIC."

by Denise Crittendon

"STOP TALKING AND START FOLDING"

That's not an order. It's one of the many clever slogans that appear on the T-shirts worn by Trish Witkowski, aka chief folding fanatic. Witkowski, who celebrated the 100th episode of her video series a few months ago, has as many shirts as she has videos — all with witty sayings like "May the fold be with you," "A fold is a terrible thing to waste," and "What the fold?"

She says it all started with a few simple questions that didn't seem to have answers. As a part-time graphic designer and graduate student at RIT's School of Printing, Trish wanted to know if there was a difference between a "Z-fold" and an "accordion fold," a "barrel" and a "roll." And she wanted to determine how to mathematically calculate ways to fold paper to properly set up her production files on the desktop. She began researching folding styles and, later, presented her findings in her master's thesis.

"I actually thought I might be doing redundant work," she says. "I couldn't believe no one had ever documented this information."

Witkowski's research became so engaging that it turned into a seven-year, intensive project. The result was *FOLD*, a two-volume, 850-page book about folding, and a printing industry award for creating the *FOLDRIte™* system — a system that standardizes file creation for folded materials. The system would become the backbone of her template-building software technologies.

"I didn't know what I was getting into," she says now of her experience. "I continued to research and learn and document. It's become my passion, and now I can't imagine doing anything else."

After earning her master's, Witkowski moved to Baltimore and landed a job as creative director for a design agency. Years later, she and her husband, Mark, launched *foldfactory.com*, a company that builds dynamic templates for folded materials. These days, besides working with her technology team on software solutions, Witkowski writes

publications, articles and blogs, gives webinars and presentations, creates educational videos, and collects thousands of folds along the way. Her next big project is taking her folding collection online.

"I have amassed thousands of samples from all over the world, and I want to share them in a useful resource for the industry," Witkowski says.

In the meantime, she's always looking for the next great sample for Fold of the Week. "The show is an opportunity to share the massive amount of information I've accumulated," she says.



A GROWING
NUMBER OF
DIRECT MAIL
CAMPAIGNS ARE
STIMULATING
TARGETS WITH
A NEW ARRAY
OF SIGHTS,
SOUNDS AND
SMELLS.



An Appeal to the Senses

By Lekan Oguntinyinbo
Illustrations by Dan Page

SPRING CAME EARLY THIS YEAR IN MANY OF THE NATION'S COLDER REGIONS, COURTESY OF LAWN CARE GIANT TRUGREEN.



In February, oversized postcards with a picture of a lush lawn in the foreground and a family in the background began showing up in mailboxes of 1 million prospective customers of the lawn care company. “Say hello to Spring,” the card read in big white letters.

On the lower left side of the postcard an invitation beckoned: For the smell of a healthy spring lawn, peel here.

The scent of fresh-cut grass filled the nostrils of potential customers who accepted the invitation.

The scented postcard, a key component of TruGreen’s integrated marketing campaign this year, is the Memphis-based company’s first foray into sensory marketing.

“As a company we wanted to change the conversation from killing weeds to lawn enjoyment,” says Amy Simpson, director of brand communications for TruGreen.

While it’s too early to release any definitive data on this new campaign, the evidence so far suggests the use of the scented postcards was well received, says Simpson: “We have anecdotal comments from customers. They say it evoked an emotional appeal, and they liked the smell. It made them want to be outside.”

Sensory marketing is generating a lot of buzz in corporate suites these days. Although there are no hard numbers, an increasing number of companies appear to be blending smell, sound, video and taste into their direct

mail campaigns. Beverage companies, pizza companies, jet airplane dealers, nonprofits — all are signing on to this emerging technology, some even incorporating more distinct forms of paper and plastic into mailers in an attempt to etch their products indelibly in customers’ minds.

“The more senses a brand uses, the more memorable and engaging to a consumer,” says Jay Minkoff, president of First Flavor, a suburban Philadelphia firm that uses taste in marketing campaigns. “Those distinctions are becoming more recognizable by marketing agencies and their clients.”

Taste and Smell

First Flavor recently demonstrated the effectiveness of one of its products — a flavored filmstrip that instantly dissolves in the mouth — during a campaign for a major soft drink manufacturer. To evaluate the popularity or potential popularity of one of its beverages, the company mailed a survey featuring a strip of the drink to 5,000 homes.

Of the 1,650 who responded, 76 percent who tried the strip said that they were “very likely or somewhat likely to buy the product in the next week,” says Minkoff.

Even political campaigns are getting into the act. During the 2010 gubernatorial race in New York, a Republican candidate mailed a brochure to 550,000 homes with the headline “Something stinks in Albany.” New York residents who opened the mailer were assailed with the smell of old garbage, according to Warren Pugach, president of Sixth Scents Products in New York, which was responsible for embedding the scent into the direct mail piece.

Sight and Sound

Moving images and sound are vital players in this new technology too.

Matt Murphy, founder and president of Fusion 92, a Chicago company, has been developing concepts that incorporate video into direct mail packages for car companies, travel agents peddling vacations and jet ownership companies. The video is triggered by the mailer being opened or a button that is built into the mailer.

“There is usually a call to action to view the video,” he said. “The video can be queued up, or there might be a button underneath the cardboard that allows you to view the video. It has a strong call to action. It might ask you to call this number or go to a website to redeem an offer.”

Crystal Martin, CEO and founder of mailPOW, a California company that specializes in incorporating video and sound into direct mail pieces, is currently working on a campaign for a health club that features a

» Sensory Overload!

Here’s five senses, kid. Go download our white paper on sensory mail at delivermagazine.com/strategy/. Trust us. It’ll make you a smarter marketer.

talking self-mailer. The health club mailed out 2,500 cards at the beginning of June. The mailer, which is targeted at women, has the picture of a personal trainer named Dan on the cover. On another panel are women working out. When you open the card, Dan’s voice is automatically heard. For 30 seconds Dan talks about the amenities at the gym, acknowledges how intimidating the big fitness machines can be and talks about how he can make newcomers feel comfortable by working out with them.

In March, amid a campaign to pass a finance reform bill, mailPOW designed and sent out a mailer to 3,000 people on behalf of AARP. The targets were all 100 U.S. senators and key media outlets. The bill had been approved in the House of Representatives but appeared to face uncertainty in the Senate. The card featured the lyrics to a song that had been written for the campaign. When opened, the card belted out the song for 30 seconds and encouraged the recipient to join in the singing. The Senate passed the bill.

Touch

The distinctive feel of a direct mail piece can be just as powerful. Last fall, Curley Direct, a direct mail firm in Yarmouth, Mass., executed a marketing campaign for a local restaurant using the restaurant’s database.

The mailer was a piece of paper treated so it looked and felt like plastic. One corner was perforated to the dimensions of a credit card so recipients could tear it off and keep it in their wallets.

“We put high-end personalization on it,” says John Curley, who runs the firm with his father and brother. “We put each person’s name on top of the card. The offer was \$10 off your bill. Then on the back of the card they had a unique customer code.”

Curley said the campaign yielded a 30-percent response rate.

Five Senses = Emotional Connection

Not everyone is buying into the novel idea of sensory-linked direct mail just yet. “It’s necessary to train traditional direct marketers that it’s not just about price per piece,” says Murphy of Fusion 92. “If your ROI is lower but your acquisition and response are higher, then it may be worth it as well. We are trying to get marketers to be not so hung up on cost per piece.”


mailPOW’s Martin says the first step in overcoming resistance is persuading reluctant executives to examine the product.

“The moment they pick up a sample and listen to it they have an emotional reaction,” she says. “They would either react with surprise or have a big grin. Any time you can make someone have an emotional reaction to a marketing piece, you now have top-of-mind awareness.”

Martin adds that a sensory marketing piece tends to have longer staying power in the hands of a consumer or potential consumer. “When you add a novel piece it doesn’t go in the trash right away,” she says. “It hangs around in the house for a while.”



KEEPING IN TOUCH: Retailers appealed to their customers’ senses of hearing, smell and touch in these mailers that featured the voice of a personal trainer, the scent of freshly mown grass, and a discount card with rigid plastic feel.

A photograph of a Brussels sprout in an ice cream cone. The sprout is green and fresh, with several leaves visible. It is placed inside a light brown, waffle-textured ice cream cone. The background is a solid light blue.

Belgium marketing leader Emakina showcases the power of mail on the global stage.

BY DENISE CRITTENDON
PHOTO BY LAURA JOHANSEN

BRUSSELS SPROUTS



To the marketers at

Belgium-based digital agency Emakina, there are few customers in the world that they think cannot be reached — provided you talk to them the right way. As a result of this philosophy, Emakina has never met a channel that it doesn't like — but it's also never run across one that it seems to adore as much as mail. Using innovation and imagination, Emakina offers website development, interactive communication, e-commerce and strategic consultancy for an impressive client base that includes Pfizer, Brussels Airlines, Proximus, Unilever and BNP Paribas Fortis. But according to Sammy Colson, general manager of Emakina/Direct and Emakina Media, the company — which started as a website builder in 2001 — has also found direct mail to be a particularly potent instrument in its integrated arsenal.

Colson stresses that direct mail allows each message to be sent out “at the right time, with the right tone, to the right customer, through the right channel.”

“Not all consumers are into digital,” says Colson. “There is still a need to use direct mail. Plus, some consumers are getting too much marketing pressure through the digital channels. Direct mail is, for some brands, the only way to do something special again in the field of direct marketing.”

That strategy has proven to be successful with a number of efforts, including the agency's recent direct mail campaign with Yunomi, a popular website constructed by Emakina two years ago for Unilever. Based on customer profiles on the website, the agency mailed 12-page brochures with 13 personalized discount coupons to 100,000 female consumers. Yunomi, which is one of the most comprehensive websites for women in Belgium and the Netherlands, allows users to post recipes, participate in contests and build relationships with like-minded individuals.

Profile information gained from the website, such as click behavior, was factored

into the decisions regarding the products, as well as the value of the products, being promoted by direct mail, according to Colson. The reaction was phenomenal.

“It resulted in a rise in visits (to the website) in the days after the direct mail was sent and a rise of sales with use of the coupon,” he says. “A nice secondary effect was the increase of subscriptions on the website after the direct mail.”

In a number of campaigns, Emakina sends out personalized coupons with barcodes that allow marketers to track when a recipient uses a coupon. Initially, recipients were urged to print out the e-coupons. However, after the agency discovered that many consumers don't have a printer at home, it began sending the coupons via direct mail. Tracking results showed customers used the mailed coupons more than they did the digital versions.

Colson says the coupon campaign and others also demonstrate the importance of sending follow-up materials in the mail. “If you send a newsletter each week or more by e-mail, you should occasionally send something else by direct mail to keep the

consumer awake,” he adds. “This is a good example of that. There was quite a high redemption rate of the coupons as well.”

Colson also praised mail for its ability to raise customer awareness: “Combining e-mail and direct mail in the same campaign is really powerful. You can send an e-mail just to make consumers aware that a direct mail with useful information will arrive the next day in their mailbox. This will increase drastically the results of the direct mail.”

Colson further cautions agencies to be on the lookout for e-mails that are untouched.

“Send an e-mail, then wait a few days before deciding whether to mail the same information to people who never opened the e-mail,” he advises. “If the consumers are reacting only to direct mail, you can conclude that you've found the ideal channel for them.”

Although neither Facebook nor Twitter was designed for marketing purposes, Colson sees the social media outlets as another avenue for agencies searching for ways to maximize their efforts. In fact, he says the outreach capability of the social network is enhanced when combined with direct mail.

“One of the major problems with social media is that you cannot send a message to only a few or to one ‘fan,’” he says. “This is being discouraged by websites such as Facebook and Twitter because they want to be a social medium and not a medium for brand communications. On the other hand, social media is a powerful resource for direct marketers and CRM (customer relationship management) in general. We use social media in combination with CRM in a bidirectional way. Social media will free CRM — and the other way around.”

“First of all, we monitor what's said about a brand on a social media site to be able to respond to it. If, for example, someone is asking an electronics manufacturer for support on social media, we will help that person and invite him to register on the support forum as follow-up to the issue. Once he's registered on one of the brand websites, we can start building a direct marketing relationship with him. We will also use fan pages on Facebook, our Twitter

LAURA JOHANSEN, STOCKFOOD CREATIVE, GETTY IMAGES


wall, YouTube channels, etc., as a starting point to invite people to participate in campaigns.”

Emakina uses such opportunities to fill its database with the names of new customers coming from social media. User names and profile information are then stored in the CRM database, and consumers are offered content to share through direct marketing campaigns.

“This allows us to identify brand ambassadors in our database,” says Colson. “We are not only able to track who clicks on a social media button, but also the influence this person has on social media. Once we know our brand ambassadors, we try to feed them with content they can share on a regular basis. The content is sent through all channels, including direct mail.”

Meanwhile, Colson urges marketers to continue to get the most out of a changing landscape by subscribing to newsletters, fan pages and Twitter accounts, learning what the marketers are doing within those channels and integrating those techniques into their own strategies. By tapping into these diverse channels, Colson says, they can ensure that their message gets noticed. He also says that direct marketers should not be intimidated by the digital competition. Rather, they should understand the need for direct mail to “reinvent itself a little bit just like the music industry.”

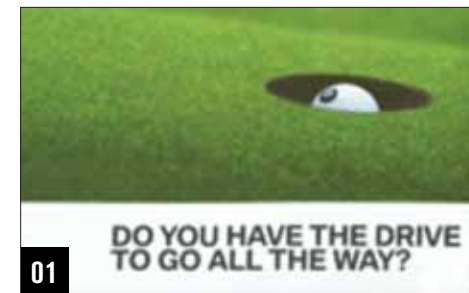
“I think direct mail will continue to exist,” he says. “Since it’s the one of the few ways to tangibly communicate with consumers, marketers will keep using this channel — frequently in combination with other channels.”

Colson predicts that, in the near future, consumers will receive hundreds of marketing messages a day — but only a few will be direct mailings. “Direct mail will be an opportunity to communicate with consumers who are used to and/or bored with e-mails. It will also be considered the only way to communicate with consumers who don’t react on digital channels.” 

MAIL AROUND THE WORLD

BELGIUM ISN’T ALONE AS A HOTSPOT FOR MARKETING CREATIVITY. AS THESE EXAMPLES SHOW, DIRECT MAIL IS SPEAKING TO CONSUMERS THE WORLD OVER.

by Lekan Oguntinyinbo



01 MALAYSIA: “PUTTING MAT”

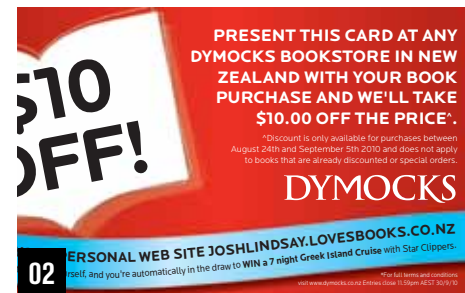
Among BMW owners in Malaysia, the amateur BMW Golf Cup International is a much-anticipated annual event. But with a limited budget to give the outing a fresh look, the Leo Burnett/Arc Worldwide agency was tasked with creating a memorable mail concept.

The result was 18,000 invitations in the form of a fold-out putting mat that included a golf hole and directed recipients to their standing position — a usable model for putting practice that also listed tournament details. Within three weeks, all 720 player positions were reserved, a 50-percent increase from the 2009 event.

02 NEW ZEALAND: “BUY DAD A BOOK FOR FATHER’S DAY”

DMS, the agency representing Dymocks, a chain of bookstores throughout New Zealand, was tasked with increasing the 2010 Father’s Day store traffic beyond the previous year’s response.

DMS launched a cross-media campaign involving touchpoints via mail, web and e-mail channels with Dymocks’ Booklovers cardholders as the target. DMS used the cardholders’ spending histories to determine who received \$10 or \$5 discount offers in postcards mailed to 6,500



cardholders. More than 6 percent of Booklovers responded to the call.

03 CANADA: “50TH ANNIVERSARY EVENT”

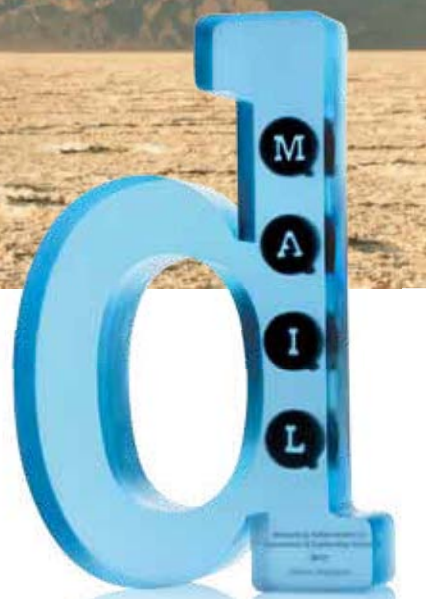
Audio Visual Unlimited, an appliance and custom car audio retailer, wanted a campaign that celebrated its 50th anniversary while driving traffic to its more than 90 franchise locations.

Working with PDQ Post Group, the company mailed 3,000 postcards that thanked customers for their loyalty and drove them to a website for a survey and a personalized offer. The campaign generated \$35 in sales for every \$1 spent, with a conversion rate of almost 75 percent.

04 AUSTRALIA: “FIT-FOR-PARKS LAUNCH”

An Australian park was chosen to host the launch of a new range of outdoor gym equipment by A-Play, Fit-for-Parks, in spring 2011. A 2,000-piece mailing of the opening with shots of visitors to the park testing the durable fitness equipment captured the essence of the event and directed viewers to YouTube video of the opening. Not only did the mailing serve as a sort of public service announcement on the need for a healthier lifestyle, it generated several sales of Fit-for-Parks units, according to A-Play.

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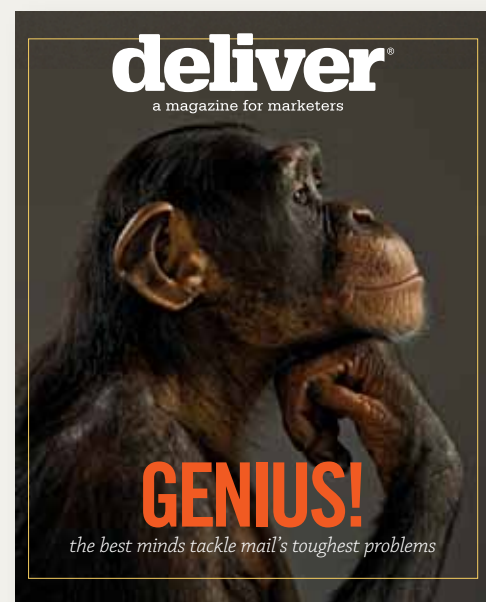
We’re looking for innovative, creative mail marketers who know how to stand out in a crowd. Got what it takes? Watch delivermagazine.com for details on how you can win our 2012 *Deliver* Marketing Achievement in Innovation and Leadership Award.*

*NO PURCHASE NECESSARY TO ENTER OR WIN. Contest begins 11/15/11 at 12:01 A.M. EST and ends on 1/20/12 at 11:59 P.M. EST. Open to companies located in the 50 United States and the District of Columbia. For a copy of the official rules, which govern this contest, visit www.delivermagazine.com. Void where prohibited. Sponsor: The United States Postal Service,® 475 L’Enfant Plaza, Washington, D.C. 20260.

ANDREW RICH, VETTA, GETTY IMAGES

Regular readers of *Deliver*® know that we take great pride in creating unique and compelling covers for each issue. What you may not know is that not all of our genius ideas make it to print (seriously, the pirate issue?). So, here are a few covers we ultimately rejected. Enjoy!

- 1. The Genius Issue:** Turns out, you don't need to be a genius to know you need to use mail.
- 2. The Relationship Issue:** It was fashion-forward, but maybe a bit too forward.
- 3. The Pirate Issue:** Come on, who doesn't love pirates? Really? Guess that's why this idea sank.
- 4. The Tabloid Issue:** It would have worked great on the newsstand, but we couldn't tolerate the blurry photo.
- 5. The Sexiest Mail Issue:** What do you mean, "M-A-L-E"? Oh ... that makes more sense.
- 6. The White Issue:** Hey, if a band can do it, why can't we?



1

2

Not *that* cover!



3



6



4

5

